

Dear Food Industry Executive:

The Office of Agricultural Affairs at the American Embassy in Berlin, Germany, invites your company to participate in the USA Pavilion at ANUGA 2005 in Cologne, Germany, October 8 -12, 2005.

ANUGA will be the key international food and beverage trade show in 2005, bringing exhibitors and buyers from almost all countries in the world together in one place. In 2003, 161,000 buyers from over 150 countries on all five continents visited ANUGA. About 55 percent of the trade visitors were from countries other than Germany. Exhibiting at ANUGA can substitute for several weeks of round-the-world travel to meet with your actual and potential customers.

Of the 143 U.S. exhibitors at the previous ANUGA, 112 companies participated in the USA Pavilion, exhibiting a wide variety of ingredients, processed foods, and beverages. Exhibitors in the USA Pavilion benefit from the general publicity that this large and attractive pavilion receives. Despite the enormous size of the ANUGA trade show (14 halls with about 286,000 sq.m. or approximately 3 million sq.ft.), almost all importers and buyers interested in foreign foods will make it a point to visit the USA Pavilion.

The Chicago office of Koelnmesse, the ANUGA organizers, is offering you a full-service package for exhibiting in the USA Pavilion at ANUGA 2005, designed to maximize the effectiveness of your show participation. Please contact Koelnmesse, Inc., Cologne International Trade Fairs, directly to reserve your booth.

Do not miss the opportunity to show your products to buyers from all five continents in only five days! The team of the Agricultural Affairs Office, American Embassy Berlin looks forward to seeing you in Cologne at ANUGA 2005.

Sincerely,

Richard Petges
Minister-Counselor for Agricultural Affairs
American Embassy Berlin, Germany
Phone: (011-49-30) 8305 1150
E-mail: AgBerlin@usda.gov



The USA Pavilion Advantage:

... increased exposure of U.S. products at anuga, U.S. exhibitors may choose from four USA Pavilions in 4 different product categories. All USA Pavilion exhibitors will receive an equally high level of services regardless of their location within the various product pavilions.

OPTION A	OPTION B	OPTION C	OPTION D
12 or 15 sq meter booths	6 or 9 sq meter booths	Workstation	Raw Space (36 sq meters minimum)
All services & amenities plus:	All services & amenities plus:	All services & amenities plus:	Exhibitors interested in customized booths (design and proposal on request) can select this Raw Space option, which includes all services and amenities plus:
<ul style="list-style-type: none"> • Exhibit space • Carpeting • Back and side walls • Fascia with company name • One spotlight per running meter • 1 table and 3 chairs • Lockable showcase counter • Information counter • Four 1 meter wall shelves • Wastebasket and ashtray • Electrical 220 V outlet socket • Up to four exhibitor passes • Basic listing in the official show catalog • One-way shipping of 100 pounds / 12 or 15 sqm from a consolidation point on the U.S. East Coast to stand, including customs clearance, storage and daily delivery during the show 	<ul style="list-style-type: none"> • Exhibit space • Carpeting • Back and side walls • Fascia with company name • One spotlight per running meter • 1 table and 2 chairs • Lockable showcase counter or information counter • Two 1 meter wall shelves • Wastebasket and ashtray • Electrical 220 V outlet socket • Up to two exhibitor passes • Basic listing in the official show catalog • One-way shipping of 50 pounds / 6 sqm and 75 pounds / 9sqm from a consolidation point on the U.S. East Coast to stand, including customs clearance, storage and daily delivery during the show 	<ul style="list-style-type: none"> • Exhibit space • Carpeting • 1 meter display wall • Fascia with company name • Lighting • Barstool • Lockable showcase counter or information counter • Two 1 meter wall shelves • Wastebasket and ashtray • Electrical 220 V outlet socket • 1 exhibitor pass • Basic listing in the official show catalog • One-way shipping of 300 pounds from a consolidation point on the U.S. East Coast to stand, including customs clearance, storage and daily delivery during the show 	<ul style="list-style-type: none"> • Exhibit space • Carpeting • 4 Exhibitor passes per 12 sqm space • Basic listing in the official show catalog • One-way shipping of 50 pounds from a consolidation point on the U.S. East Coast to stand, including customs clearance, storage and daily delivery during the show

All USA Pavilion exhibiting options include the following Pavilion services:

- USA Exhibitor Hospitality Lounge
- Business Service Center with Phone, Fax, Word Processing
- E-Mail & Copier
- Exhibitor information updates
- Bilingual staff & interpreter assistance
- Conference rooms
- Overall promotional theme
- USA Pavilion Welcome Desk
- Pre-show and on-site assistance from USDA
- Basic Listing in the anuga 2005 Show Catalog
- Basic Listing in the USA Pavilion Directory
- Daily cleaning & waste disposal
- Assistance with equipment & accessories rental, freight forwarding & customs, hotel accommodations & media relations
- Press & Media Center
- Advertising & sponsorship opportunities
- Complete pre-show planning assistance including comprehensive USA Pavilion Exhibitor's Service Manual (on-line)
- Strong USA identification -- focal point for international importers and brokers
- Pre-show promotion

	Early registration through February 1, 2005	After February 1, 2005
12 or 15 sqm booths / inline**	\$725.00/sqm	\$795.00/sqm
6 or 9 sqm booths / inline**	\$825.00/sqm	\$905.00/sqm
Workstation**	\$3,650.00	\$3,750.00
Raw Space**	\$465.00/sqm	\$475.00/sqm

**corner spaces incur a surcharge of 10%

Booth Selection & Assignment

Exhibitors are requested to list their choices (in-line or corner) on the enclosed Application Form. Every effort will be made to honor the exhibitor's first choice.

Assignments will be made in the order that properly completed Application Forms and adequate deposits are received. All requests for changes will be considered and every effort will be made to meet the needs of all exhibitors.

Application

Application to exhibit in the USA Pavilion at anuga must be made by March 3, 2005 by completing the USA Pavilion Application Form and returning it, properly signed, together with a 50% deposit to Koelnmesse, Inc. in Chicago, IL.

Koelnmesse, Inc. reserves the right to accept or refuse applications to exhibit for any reason. Confirmation of acceptance of an Application is made solely by Koelnmesse, Inc.

By submitting an Application, the applicant agrees to and is bound by the USA Pavilion TERMS AND CONDITIONS, as well as conditions, rules and regulations stipulated by the show organizers.

Space Allocation

Space is limited and we therefore urge you to submit your application early. Space will be assigned on a first-come-first-serve basis.

anuga Show Catalog & Pavilion Directory

The 50% deposit due with the application can be made by enclosing a check or money order to:

Koelnmesse, Inc.

8700 W. Bryn Mawr Ave.
Suite 640N
Chicago, IL 60631 • USA

The 50% deposit submitted with the application is fully refundable in the event the application is not approved by Koelnmesse, Inc. and/or Koelnmesse GmbH, Germany, or no more exhibit space is available.

All participation fees will be confirmed through bank verification that funds have been received. Applications received without 50% deposit will not be considered for booth allocation. The balance of all fees must be paid no later than June 30, 2005.

The complimentary shipping includes 100 pounds for 12 sqm, 75 pounds for 9 sqm, 50 pounds for 6 sqm and 50 pounds for exhibitors with Work Stations.

The shipping services include customs clearance, storage, and drayage in Germany. Each exhibitor is responsible for delivery of exhibit goods to the U.S. consolidation point. This service is not transferable.

Detailed shipping instructions will be included in the Exhibitor Service Manual. All exhibitors are responsible for making arrangements for and paying the full cost of shipping additional materials, such as samples and other exhibitor property.

Each exhibitor is responsible for the return shipment and/or proper deposit of all surplus samples and exhibitor property.

Origin of Products

All USA Pavilion exhibitors must promote and display only products consisting of at least 50% agricultural and/or food ingredients of U.S. origin computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States.

The USDA and/or USA Pavilion Management have the authority to require removal of any non-U.S. products from exhibitor's booth.

German VAT

U.S. companies will not have to pay VAT to the organizer, as German VAT is excluded from the listed prices.

All cancellations must be made in writing to Koelnmesse, Inc. In order to cover administrative costs, the following amounts will be withheld:

On or before March 3, 2005:
..... 15% of total amount due

March 4-July 15, 2005:
..... 50% of total amount due

After July 15, 2005:
..... 100% of total amount due

Product Shipping

Koelnmesse, Inc. will arrange for shipment one way from a consolidation point on the U.S. East Coast to the Cologne exhibition grounds.

• the USA Pavilions at anuga 2005 •

The USA Pavilions at anuga 2005 in Cologne are the main attractions for decision makers of the world's food and beverage industry. From information gathering and order taking to introduction of new products, anuga acts as a pulse to the food & beverage industry. This event hosts 10 dedicated product category halls under one roof. anuga's clear product segmentation makes it easy for attendees and exhibitors to plan their business meetings time efficiently. No wonder that top decision-makers from all over the world use anuga as the top venue for buying, networking and product sourcing. In 2003, anuga attracted 6,038 exhibitors and 160,998 attendees from all over the world!

anuga – where business comes first

Product Categories

1) anuga Fine Food

General provisions and staple foods, fine and health foods, canned foods, spices

2) anuga Frozen Food

Frozen food and ice cream products

3) anuga Meat

Meat and sausage, game, poultry

4) anuga Chilled Food

Fresh convenience and fish products

5) anuga Dairy

Milk and dairy products

6) anuga Bread & Bakery, Hot Beverages

Bread, baked products, spreads and hot beverages

7) anuga Drinks

Beverages

8) anuga Catering Tec

Technology and services for catering

9) anuga Retail Tec

Technology and services for the retail trade

10) anuga Gourmet

Specialties

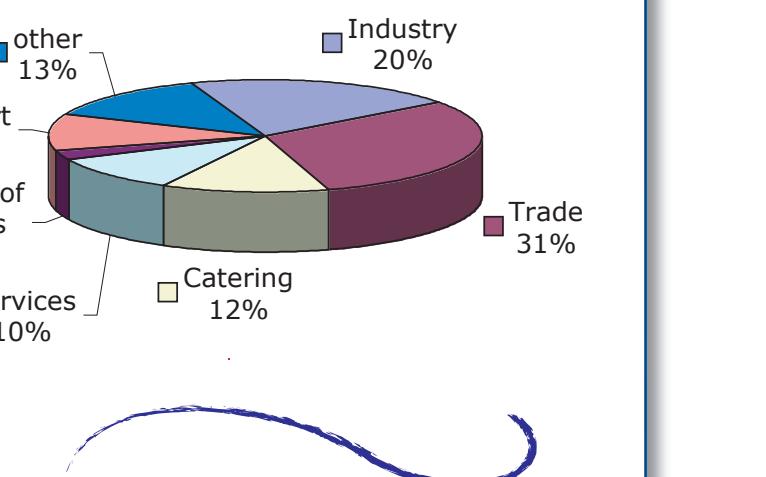
anuga 2003 show statistics:

EXHIBITORS

Domestic: 20% (1,184)
International: 80% (4,854)

VISITORS

Domestic: 47% (75,670)
International: 53% (85,328)



Attendees:

Importers & Wholesalers * Distributors * Supermarkets * Department Stores *
Retailers * Hotels & Restaurants * Food Service Buyers * Fast Food * Mail Order
Catalogs * Duty Free Stores * Specialty Stores

FINANCIAL ASSISTANCE

Your company may be eligible to receive financial support that helps offset the costs of exhibiting at international trade shows. By exhibiting in the USA Pavilion, eligible companies can receive up to 50% cost reimbursement for a variety of expenses, including exhibiting fees, international travel costs, set-up rental and freight.

CONSIDER THE FOOD SHOW PLUS SERVICE AT ANUGA

Exhibitors at the anuga show can register to participate in Food Show PLUS! This service provides you with the information and in-market support you need to be more prepared to do business at the show. The list of services offered is customized for each show but may include: pre-show feedback on the competitive position of your product, translation of your company profile, on-site interpreters, pre-arranged meetings with potential buyers and follow-up assistance after the show.

Food Export USA – Northeast	Southern U.S. Trade Association (SUSTA)	Mid-America International Agri-Trade Council (MIATCO)	Western U.S. Agricultural Trade Association (WUSATA)
Philadelphia, PA Contact: Joy Canono Phone: 215-829-9111 Fax: 215-829-9777 E-Mail: jcanono@foodexport.org Website: www.foodexportusa.org	New Orleans, LA Contact: Deneen Wilts Phone: 504-568-5986 Fax: 504-568-6010 E-Mail: deneen@susta.org Website: www.susta.org	Chicago, IL Contact: Michelle Rogowski Phone: 312-944-3030 Fax: 312-944-1144 E-Mail: mrogowsk@miatco.org Website: www.miatco.org	Vancouver, WA Contact: Alexa Hamilton Phone: 360-693-3373 Fax: 360-693-3464 E-Mail: alexa@wusata.org Website: www.wusata.org

The USA Pavilion at anuga 2005 is organized by Koelnmesse Inc.

Koelnmesse, Inc.

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USA Pavilion Exhibitor



**The World's Largest
Food & Beverage
Industry Trade Event**

